

*The preservice teacher  
knows the discipline...*

*Marketing Education*  
(Grades 9 - 12)

## Introduction

The following competencies are intended to clarify Standard 1.1, “. . . knows the discipline,” in the Missouri Standards for Teacher Education Programs MoSTEP process. The competencies are firmly rooted in the profession’s best knowledge and practices. The competencies are broadly stated with the intent that teacher preparation institutions will determine the breadth and depth of material for meeting the competencies. The statements represent the minimum expected of beginning teachers.

The beginning (preservice) marketing teacher will demonstrate a knowledge of and/or competency in the following areas of study:

<b>1. Marketing and Marketing Education</b>	<ol style="list-style-type: none"> <li>1. History, philosophy, mission, and premises of marketing education;</li> <li>2. Foundations and functions of marketing in the current <i>Missouri Marketing Education Competency List</i>; (CR 2a, b, 4; CA 1-7, FA 4, HP 5-7, M 1-4, S 8, SS 3-7; G 1.1-1.8, 1.10, 2.1-2.3, 2.6-2.7, 3.1-3.8, 4.1-4.8)</li> <li>3. Current issues, trends, and legislation impacting the field of marketing education; (G 1.10)</li> <li>4. Implementation and management of the co-curricular marketing vocational student organization component; and (G 4.6)</li> <li>5. Implementation and management of marketing internships/cooperative employment component. (CR 3.1, 4; G 2.6, 4.8)</li> </ol>
<b>2. Vocational Program</b>	<ol style="list-style-type: none"> <li>1. Design, organize, and manage vocational programs;</li> <li>2. Vocational philosophy;</li> <li>3. Vocational advisory committees;</li> <li>4. Program evaluation and follow-up assessments;</li> <li>5. Collect, interpret, and utilize community needs assessment information;</li> <li>6. Legislation affecting vocational education;</li> <li>7. Budget development and management;</li> <li>8. Business, industry, and community agency partnerships;</li> <li>9. Public relations; and</li> <li>10. Regulatory and statutory requirements.</li> </ol>

The Marketing Education competencies have been developed to correlate with the following documents:

1. Missouri's Show-Me Standards abbreviated as:  
FA 1,4 = Fine Arts section, statements 1 and 4  
G 1.4 = Goal 1, statement 4
- Missouri's minimum requirements for Marketing Education certification, effective September 1, 1995 abbreviated as:  
CR 1-3 = Certification Requirement, items 1 through 3

The beginning (preservice) marketing teacher will demonstrate a knowledge of and/or competency in the following areas of study:

<b>3. Careers</b>	<ol style="list-style-type: none"><li>1. Workplace readiness skills;</li><li>2. Employability skills;</li><li>3. Employment and entrepreneurship opportunities; and</li><li>4. Career planning.</li></ol>
<b>4. Development and Implementation of Vocational Curriculum</b>	<ol style="list-style-type: none"><li>1. Write and evaluate vocational student performance objectives in the cognitive, psychomotor and affective domains;</li><li>2. Design, implement, and supervise experiential learning opportunities;</li><li>3. Integrated applications/contextual learning;</li><li>4. Problems-based learning;</li><li>5. Interdisciplinary team teaching;</li><li>6. Adult learners; and</li><li>7. Vocational instructional management systems.</li></ol>
<b>5. Vocational Student Organizations</b>	<ol style="list-style-type: none"><li>1. Philosophy and goals;</li><li>2. Leadership development; and</li><li>3. Program of activities.</li></ol>

# Development Committee

1. Ron Copple, Kansas City Public Schools
2. Bud Hartley, Waynesville R-VI School District
3. Terri Heller, Parkway C-2 School District
4. Vicki Hillsman, El Dorado Springs R-II School District
5. Terry Lucas, D'Arcy Masius Benton & Bowles, Inc.
6. Leo Morrison, Moniteau County R-VI School District
7. Susan Pashia, Gasconade County R-II School District
8. Ed Robins, Pattonville R-III School District
9. Richard Wilkinson, University of Missouri-Columbia

Content Mastery Examinations for Educators (CMEE), Business Education

Cooperative Occupational Education (COE) Requirements, grades 7-12, Missouri State Board of Education, effective 1995.

Marketing Education Competency Profiles, Instructional Materials Laboratory, Columbia, Missouri, 1989-1995.

Certification Requirements, grades 9-12, Missouri State Board of Education, effective 1995.

Model Standards for Beginning Teacher Licensing and Development: A Resource for State Dialogue, Interstate New Teacher Assessment and Support Consortium-INTASC, Sponsored by the Council of Chief State School Officers.

National Teachers Examination, Educational Testing Service, Princeton, NJ. Specialty area test descriptions.

New Standards for Teacher Education Programs in Missouri-NSTEP for Institutions Seeking Continuing Approval of Teacher Education Programs (draft 2/96).

Next Steps: Moving Toward Performance Based Licensing in Teaching, Interstate New Teacher Assessment and Support Consortium-INTASC.

Redesign of licensure of Kansas educators, Kansas State Board of Education, February 1996.

"The Show-Me Standards," Missouri Department of Elementary and Secondary Education.

Vocational Education Draft Standards for National Board Certification, National Board for Professional Teaching